SCHEDULE OF EVENTS

CineEurope

OFFICIAL CORPORATE SPONSOR

Coca-Cola

OFFICIAL CONVENTION OF

UNIC

WELCOME TO CINEEUROPE

This is your official schedule of events for CineEurope 2021.

NOTE: The schedule of events no longer grants access to events. The **Access Pass** replaces the passport and must be shown to gain entry to CineEurope events along with the Coca-Cola Wellness Bracelet. Lost or stolen Access Passes will not be replaced and are non-transferable.

IMPORTANT NOTICE FOR TICKETED DELEGATES

Security continues to be a major initiative at all CineEurope screenings. In order to maintain and protect the integrity of all films and product reels screened, we kindly advise that the use of mobile phones or any other kind of photo or video recording equipment is strictly prohibited in the Auditorium.

To further protect product being shown we will also have security personnel at each event utilizing night-vision goggles. Anyone caught using any type of recording device will have their Access Pass confiscated and will be escorted out of the Auditorium.

Due to increased security at all screenings, large bags are subject to search upon arrival at the theatre.

We ask that none of the films screened or product featured are reviewed or commented on—regardless of good or bad. Please note, this includes speaking to members of the press, personal and professional blogs, social networking sites like Facebook, Snapchat, Instagram, LinkedIn, Twitter, or likewise. Also, please do not take photos of celebrities on the stage. We appreciate your cooperation and understanding of this matter.

ENJOY THE SHOW!

CineEurope

Official Convention of the International Union of Cinemas

SCHEDULE OF EVENTS - 4-7 OCTOBER 2021

Official Corporate Sponsor

*Grab a complimentary beverage in the Auditorium Foyer prior to each studio presentation.

MONDAY 4 OCTOBER

07.30-18.00
Convention Registration
(Entrance B Foyer, Level 0)

07.30-18.00
Trade Show Registration
(Booth Exhibitors Only)
(Entrance B Foyer, Level 0)

08.15-08.45
Breakfast
(Room 116-117 Foyer, Level 1)

09.00-11.30
CineEurope Business Sessions
(Room 116-117, Level 1)

It's All About Content: The Role of Local Film

In 2020, 15 European territories registered a market share for national films of above 25%—a record—as audiences returned during the summer to enjoy the sorely-missed experience of enjoying a film together, on the Big Screen. With the support of local distributors and producers, national films' market share reached new heights, such as in Denmark (49.4%), Czech Republic (46.4%), France (44.9%), Italy (56.6%), Russia (46.9%) and Poland (50%). Can we expect this trend to last? Will we see a more diverse slate in future?

MODERATOR:
Arturo Guillen, EVP & Global Managing Director, Comscore

PRESENTER:
Serena Gill, Head of Film, Everyman Media Group
Daniela Elstner, Executive Director, UniFrance
María Luisa Gutiérrez, Film Producer
Anders Kjærhauge, CEO, Zentropa
Olga Zinyakova, CEO, KARO

CineEurope's Executive Roundtable in Association with The Boxoffice Company 2021: A Different Cinema Landscape?

MODERATOR:
Julien Marcel, CEO, The Boxoffice Company

SPEAKERS:
Andrew Cripps, President, International Theatrical Distribution, Warner Bros. Pictures
Anna Marsh, CEO, STUDIOCANAL
Tim Richards, CEO, VUE International
Paul Higginson, EVP, EMEA, Universal Pictures International
Mark Way, Managing Director, ODEON Cinemas and President of AMC Europe

11.30
Lunch
(CCIB Auditorium Foyer)

HOSTS:
Stanislas Ruszkowski, Managing Director, The Boxoffice Company
Julien Marcel, CEO, The Boxoffice Company
Daniela Elstner, Executive Director, UniFrance
Anna Marsh, CEO, STUDIOCANAL
Hugh Spearing, EVP Global Marketing & Distribution, STUDIOCANAL

12.45
Opening Ceremony
(CCIB Auditorium)

Official Welcome Address
Robert Sunshine & Andrew Sunshine,
Co- Managing Directors, CineEurope

Industry Address
Phil Clapp, President, UNIC
Laura Houlgatte, Chief Executive Officer, UNIC

Executive Keynote Address
Charles Rivkin, CEO & Chairman, MPA

Comscore Courage Award
Santiago Segura & María Luisa Gutiérrez for
Padre no Hay Mas que Uno 2

NOTE: The Opening Ceremony, UniFrance and STUDIOCANAL presentations will run consecutively, without break.

13.45
Europe Creative and UniFrance Presentation
(CCIB Auditorium)

PRESENTER:
Daniela Elstner, Executive Director, UniFrance

14.45
STUDIOCANAL Presentation
(CCIB Auditorium)

PRESENTERS:
Anna Marsh, CEO, STUDIOCANAL
Hugh Spearing, EVP Global Marketing and Distribution, STUDIOCANAL

15.45
Refreshment Break
(CCIB Auditorium Foyer)

16.30
Sony Pictures International Presentation & Screening
(CCIB Auditorium)

18.30
Opening Night Dinner Reception
(Room 111 & Terrace 1, Level 1)

HOST:
Wim Buyens, CEO, Cinionic

TUESDAY 5 OCTOBER

07.30-18.00
Convention Registration
(Entrance B Foyer, Level 0)

08.00-18.00
Trade Show Registration
(Entrance B Foyer, Level 0)

08.00-08.45
Breakfast
(Room 116-117 Foyer, Level 1)

HOSTS:
Travis Reid, CEO & President, Cinema, RealD
Guillaume Thomine Desmazures, SVP Global Sales, ICE Theaters

09:00-10:15
Coca-Cola Seminar
(Room 116-117, Level 1)

Emerging Stronger – Charting the Path for Growth

As cinemas have re-opened this year, extremely strong retail revenues per guest are being reported. Is this simply that during quieter times it's easier for guests to buy their food and drinks, or are they looking for a treat after periods of lockdown, or is there something more to this trend? Join us at the 2021 Coca-Cola Retail Seminar 'Emerging Stronger: Charting the Path for Growth' as we share new research exploring the drivers behind these behaviours, and discuss the key opportunities to leverage these insights to drive sustained growth for the long-term.

FACILITATED BY:
Oliver Delaney, Director European AFH Customers,
The Coca-Cola Company

SPEAKERS:
Monica Ciapponi, Client Services Director, Conecta Research
Hendrik ten Napel, Manager, Content and
Product Management, Pathé Netherlands
Dino Borri, Eataly

10.30
Universal Pictures International Presentation & Screening
Sing 2
(CCIB Auditorium)

PRESENTERS:
Veronika Kwan Vandenberg, President International Distribution
Julien Noble, President, International Marketing
Niels Swinkels, EVP & MD International Distribution

11.00-17.00
Hospitality Lounge
(Entrance Foyer, Level 0)

HOSTS:
Hervé Roux, EMEA Cinema Head, DTS/Xperi
Gérard Loupias, EMEA Cinema Marketing, DTS/Xperi

11.00-18.00
CineEurope's Opening Day on the Trade Show Floor
(Exhibition Hall, Level 0)

13.30
Buffet Lunch
(Room 111 & Terrace, Level 1)

HOSTS:
Paul Higginson, EVP, EMEA, International Distribution, Universal Pictures
Julien Noble, President International Marketing, Universal Pictures
Niels Swinkels, EVP & MD International Distribution, Universal Pictures
Hervé Roux, EMEA Cinema Head, DTS/Xperi
Gérard Loupias, EMEA Cinema Marketing, DTS/Xperi

14.30-15.15
CineEurope Focus Sessions on the Trade Show Floor
(Exhibition Hall, Level 0)

Cinemas of the Future — Future Designs

MODERATOR:
Patrick Von Sychowski, Editor, Celluloid Junkie

PANELISTS:
Nicolas Chican, COO, Õma Cinema
Friedrich Deininger, Sr. Director of Sales, EMEA/India, Dolby Labs
Kassandra Dommisse-Reebergen, Country Manager Operations, Kinepolis The Netherlands
Don Savant, CEO & President, CJ 4DPlex Americas
Guillaume Thomine Desmazures, SVP Global Sales, ICE Theaters

17.45
Warner Bros. Pictures International Presentation & Screening
King Richard
(CCIB Auditorium)

PRESENTERS:
Andrew Cripps, President, International Theatrical Distribution
Toby Tennant, SVP, EMEA Theatrical Distribution
Charlie Coleman, EVP, International Marketing

21.00
Dinner Reception
(Room 111 & Terrace, Level 1)

HOSTS:
Andrew Cripps, President, International Theatrical Distribution, Warner Bros. Pictures
Toby Tennant, SVP, EMEA Theatrical Distribution, Warner Bros.
Charlie Coleman, EVP, International Marketing, Warner Bros.
Friedrich Deininger, Sr. Director Cinema Sales EMEA and India, Dolby Laboratories

WEDNESDAY 6 OCTOBER

08.00-18.00
Convention Registration
(Entrance B Foyer, Level 0)

08.00-18.00
Trade Show Registration
(Entrance B Foyer, Level 0)

08.30-09.00
Breakfast
(Room 116-117 Foyer, Level 1)

HOSTS:
Travis Reid, CEO & President, Cinema, RealD
Guillaume Thomine Desmazures, SVP
Global Sales, ICE Theaters

09.45-11.00
Coca-Cola Seminar
(Room 116-117, Level 1)

Growing Back Greener

The world has a packaging problem. As the world's biggest beverage company, we have a responsibility to help solve it. We will share how Coca-Cola aims to create a systemic change for our packaging through a focus on three fundamental areas: design, collect and partner. With many types of disposable packaging being used across the industry, we'll explain about The Single Use Plastic directive, the implications on the choices retailers can make and what we can do to work together to do the right thing for the planet and our busi-

nesses. We will also share how technology is playing its role in supporting sustainability through the power of digital watermarking and how this can assist in improving recycling and engaging consumers and further drive towards a World Without Waste.

FACILITATED BY:
Oliver Delaney, Director, European AFH Customers,
The Coca-Cola Company

IN CONVERSATION WITH:
Ana Gascon, World Without Waste Director, Coca-Cola Europe
Neil Whittall, Head of Sustainability, Fiber Foodservice EAO, Huhtamaki
Guneri Tugcu, Channel Partner, Digimarc

11.15
Paramount Pictures International Presentation
(CCIB Auditorium)

PRESENTERS:
Mary Daily, Co-President, Worldwide Marketing & Distribution
Mark Viane, President, International Theatrical Distribution

11.00-18.00
CineEurope Tradeshow & Luncheon
(Exhibition Hall, Level 0)
(Lunch served from 13.00-14.00)

HOSTS:
Mary Daily, Co-President, Worldwide Marketing & Distribution, Paramount Pictures International
Mark Viane, President, International Theatrical Distribution, Paramount Pictures International
Leon Newnham, Chief Executive Officer, Vista Group

14.00–16.00
CineEurope Focus Sessions on the Trade Show Floor Presented by ICTA
(Exhibition Hall, Level 0)

INTERNATIONAL CINEMA TECHNOLOGY ASSOCIATION

Diversify: Streaming Solutions in Cinemas

MODERATOR:
Cathy Huis in 't veld-Esser, CTO, Gofilex Netherlands & International Director, ICTA

PANELISTS:
Tammo Buhren, CEO, zweiB, Germany
Grainne Peat, Managing Director, Event Cinema Association, UK
Anyssa Tlili, Programming and Planning Manager, Pathé Theatres Netherlands

Fast Forward: Customer Touch Points, Behavior and Experiences After the Digital Surge

SPEAKER:
Till Cussmann, Managing Director, Vista Entertainment Solutions & International Director, ICTA

The Elevator Pitch: ICTA Product Presentations

MODERATOR:
Jan Runge, International Representative, ICTA

16.00
Walt Disney Motion Pictures International Program and Screening *Ron's Gone Wrong*
(CCIB Auditorium)

WALT DISNEY STUDIOS

18.00
Refeshment Break
(CCIB Auditorium Foyer)

18.30
Presentation & Program from Central Partnership & Karo Cinemas
(CCIB Auditorium)

Central Partnership: 25 Years Young and shooting for the Moon; Getting our most Ambitious Project Ready to Launch

As we celebrate our 25th Anniversary we are tackling our most ambitious project ever. Our program will highlight our upcoming slate for the international market.

PRESENTER:
Vadim Vereschagin, CEO, Central Partnership

Innovation at KARO: It is Never About Movies and Popcorn Alone

PRESENTERS:
Paul B. Heth, Executive Chairman & CEO, KARO Cinemas
Olga Zinyakova, President and General Director, KARO Cinemas

20.30
Dinner Reception
From Russia with Love
(Room 111 & Terrace 1, Level 1)

HOSTS:
Vadim Vereschagin, Executive Chairman & CEO, Central Partnership
Paul B. Heth, CEO, KARO Cinemas
Olga Zinyakova, President and General Director, KARO Cinemas

THURSDAY 7 OCTOBER

08.00-12.00
Trade Show Registration
(Entrance C Foyer, Level 0)

08.00-14.00
Convention Registration
(Entrance B Foyer, Level 0)

08.30-12.00
Breakfast on the Trade Show Floor
(Exhibition Hall, Level 0)
(Breakfast served from 08.30-10.30)

HOST:
Guillaume Thomine Desmazures, SVP Global Sales,
ICE Theaters

09.30-10.30
CineEurope Focus Sessions on the Trade Show Floor
(Exhibition Hall, Level 0)

The New Cinema Experience – What About Audiences?

MODERATOR:
Derren Sequeira, Client Partner, Entertainment, Facebook

PANELISTS:
Clarissa Bergh, Cinema Director, Lillehammer Cinema
Sarah Lewthwaite, Chief Client Officer, Movio
Grainne Peat, Managing Director, Event Cinema Association
Florian Vorraber, Head of Marketing and Sales, Cineplexx Austria

11.00
Walt Disney Studios Motion Pictures International Screening
The Last Duel
(CCIB Auditorium)

13.00
A Toast to the 2019 CineEurope Honorees
(Foyer 1, Level 1)

13.30
CineEurope Awards Ceremony
(Room 116-117, Level 1)

SPONSOR:
Oliver Delaney, Director, European AFH Customers,
The Coca-Cola Company

EMCEES:
Eric Meyniel, International Content Director, Kinepolis
Suzanna Holmqvist, CMO, Svenska Bio

14.30
CineEurope Closing Day Event
(Room 111 & Terrace, Level 1)

HOST:
Arturo Guillen, EVP & Global Managing Director, Comscore

CINEEUROPE'S 2021 HONOREES

INTERNATIONAL EXHIBITOR OF THE YEAR

ODEON Cinemas
Accepted by Mark Way & Juan Antonio Gomez

INTERNATIONAL DISTRIBUTOR OF THE YEAR

Niels Swinkels
Universal Pictures International

UNIC AWARD OF ACHIEVEMENT

Ivar Halstvedt

CINEEUROPE TECHNICAL AWARD OF ACHIEVEMENT

Klim Shipenko
Julia Peresild

COMSCORE AWARDS OF COURAGE

Lara Pérez-Caminha for *Druk*

Anna Limbach for *25 lat niewinności.*

Willem Pruijssers
for *Alles is zoals het zou moeten zijn*

CINEEUROPE'S GOLD AWARDS

Hanna Dobslaw
Cineplex Alhambra

Ulf Jansson
Winberg Kino

Alexander Kuznetsov
KARO Cinema Chain

Angeles San Gabino
FECE

Alain Surmulet
Noé Cinemas

Dee Vassili
VUE International

Martin Waller
ODEON Cinemas

CineEurope

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SAVE THE DATE

20-23 JUNE 2022

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